



YouGov®

SERBIA

Coca-Cola Cherry

Launch Impact Evaluator

MAT Mar 2024 vs MAT Mar 2023



Living consumer intelligence | yougov.com/business

The approach at a glance

By definition, a new product generates value - **as it starts from 0**. But to evaluate its success you need to know: How far it helps **your brand** in terms of incremental value? How far it helps **the category** to grow?

Time comparison is the right starting point – but not enough, because it does not consider other influencing factors in the market: What would have happened even without the new product?

Launch Impact Evaluator (LIE) considers more: the impact of the product launch is extracted from the general market trends, by considering buyer in relation to the non-buyer behavior.



But how to measure?

Time comparison is the right starting point – but not enough:

Because it does **not consider other influencing factors** in the market:

What would have happened **even without** the new product?



Category purchase of
Buyers of the new product



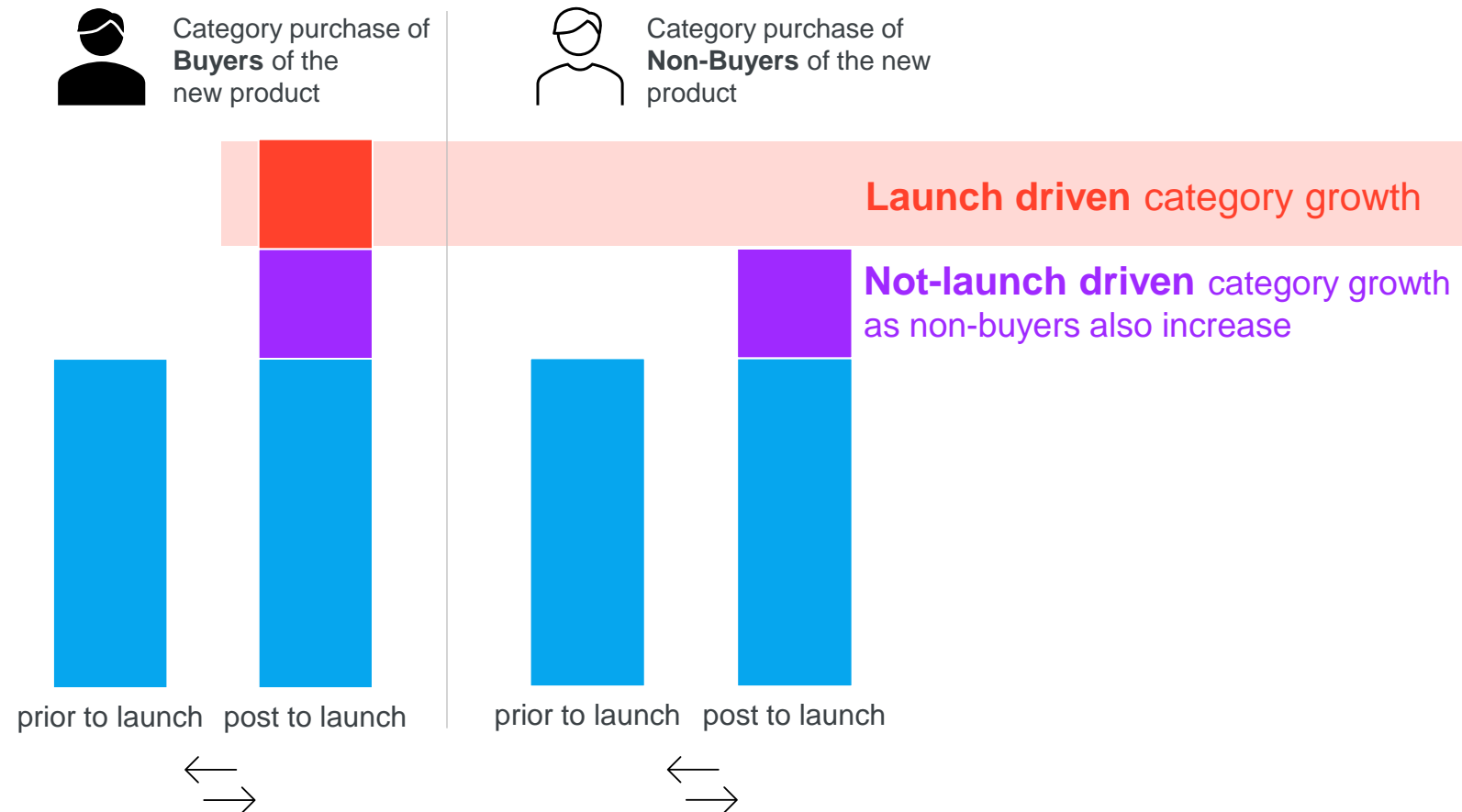
But how to measure?

For products without history, we need time-plus control group comparison

Launch Impact Evaluator considers more:

In addition to the time comparison, it **extracts the impact of the product launch out of the general market trends** (by taking into account buyer in relation to the non-buyer behavior)

Coca Cola Cherry | Launch Impact Evaluator | MAT Mar 2024 vs MAT Mar 2023 | Serbia



In addition, the algorithm considers and separates incremental vs. sourcing effects

Total sales
of the new
product

100%

*Our smart
algorithm
separates and
quantifies
uplift and
sourcing effects,
so that the sales
can be
decomposed:*

40%

Category Increment effects:

Measures to what extent the new product pushes higher category purchase, contributing to all parties' growth

60%

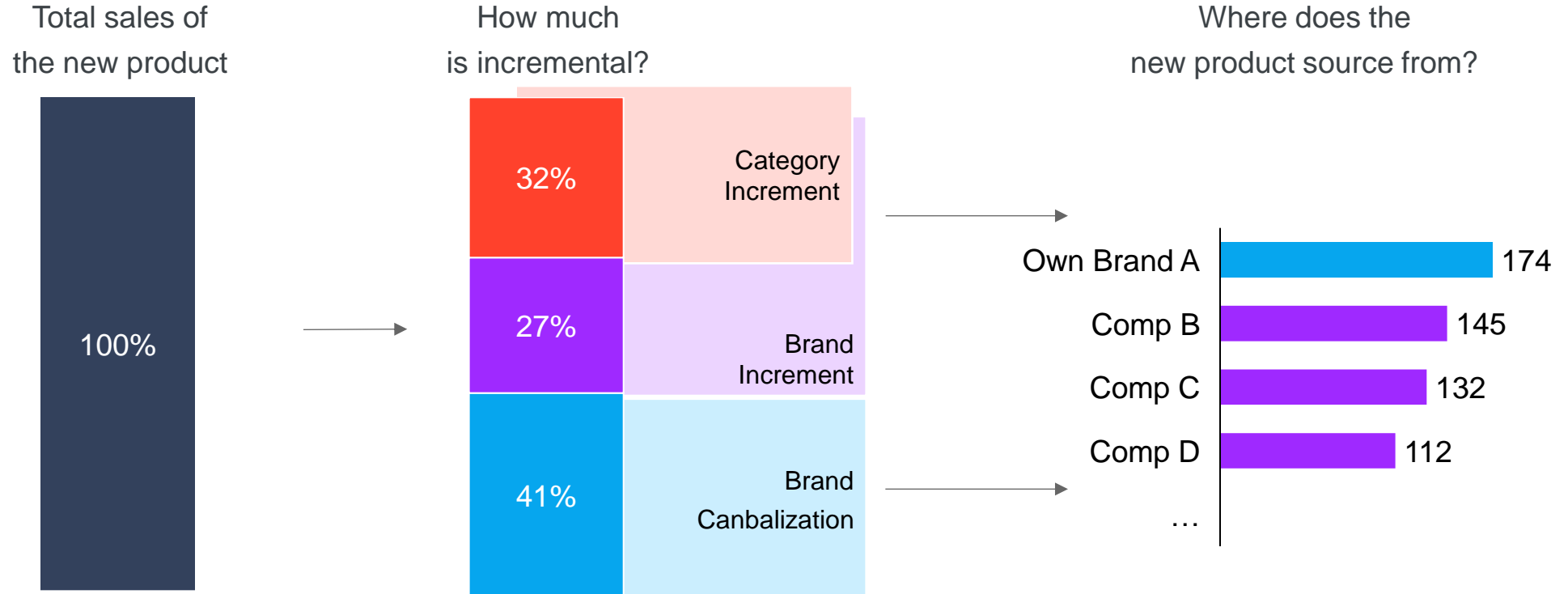
Sourcing effects:

Measures to what extent the new product sources sales from:

- own portfolio vs.
- other brands

Result: a decomposition of the generated launch sales into real incremental vs cannibalization

Sales Decomposition of the new product sales into:



Results

Coca-Cola Cherry

Launch Impact Evaluator

MAT Mar 2024 vs MAT Mar 2023

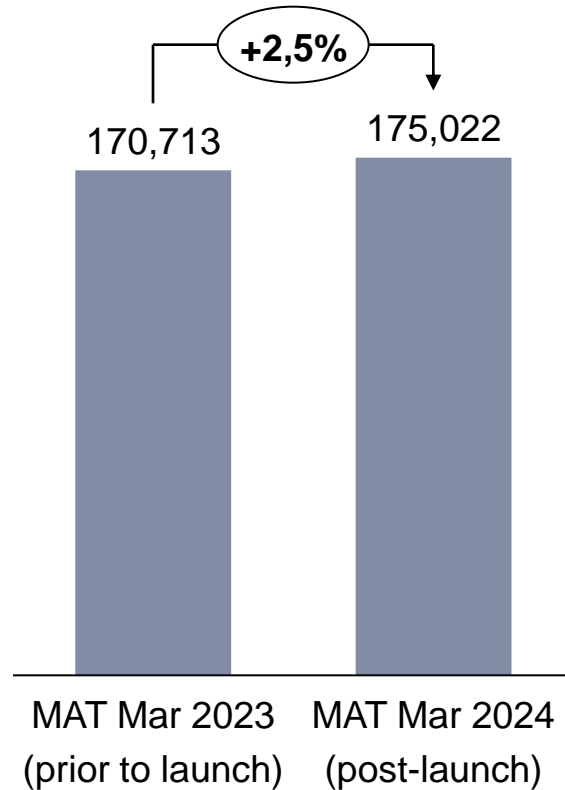
Serbia

Summary / Key findings

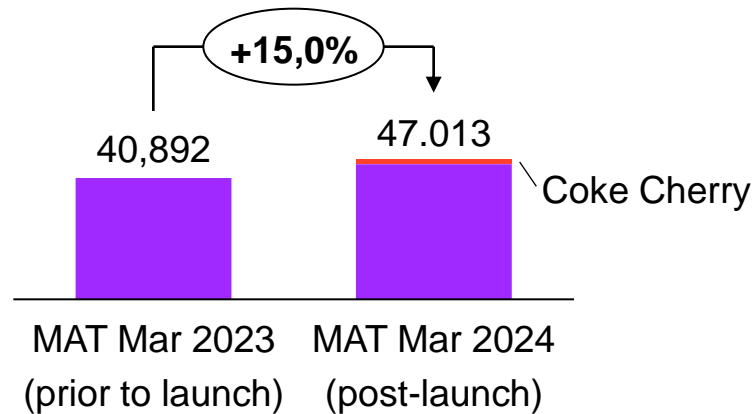
- Regardless of their CC Cherry purchasing, Coke Cherry buyers were driving the SSD category growth in MAT Q1 2024/23
- In case of Coca-Cola Cherry we see an **uptrading effect**, as its launch generated higher increment on value than on volume.
- 55% of Coke Cherry sales in the first 12 months since launch was **category increment**, compared to 40% volume. On the other hand, 45% of Coke Cherry sales and 60% volume was generated through **sourcing** from other TCCC and competitor brands.
- 19% of overall volume Coke Cherry sourced from Private Labels, and almost the same volume from Pepsi variants – mostly from Pepsi Max/Twist. However, relative to market shares of these competitors, sourcing from Pepsi Max/Twist was more overproportional compared to Private Labels. 8% of sourcing volume was from Cockta Original
- Overall 15% of Coke Cherry volume was generated through cannibalisation of own (TCCC) brands. Out of that, 11% was sourcing from Schweppes excl Schweppes Bitter Lemon, and 4% from Fanta excl. Fanta Orange. It seems that Coke Cherry hadn't cannibalized volumes of other Coca-Cola variants.

Category trend within buyers and non-buyers of Coca-Cola Cherry

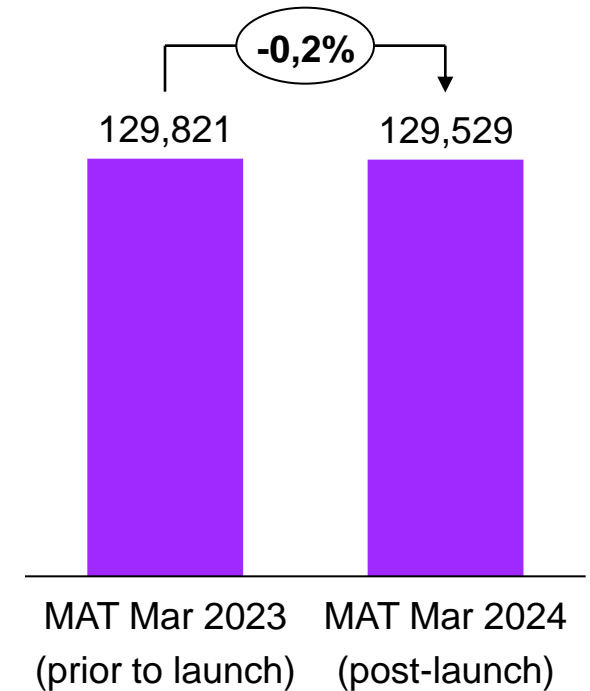
Total SSD
Volume (000 L)



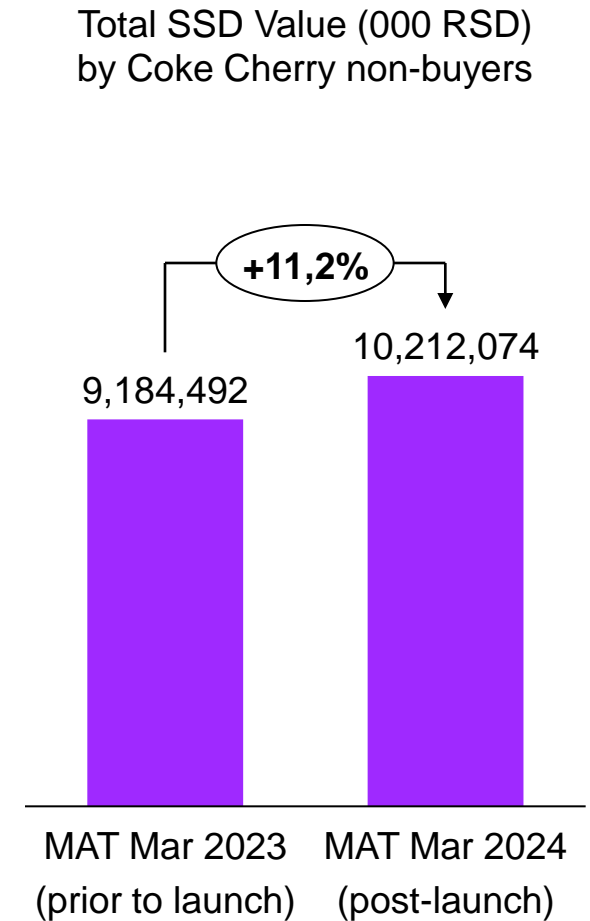
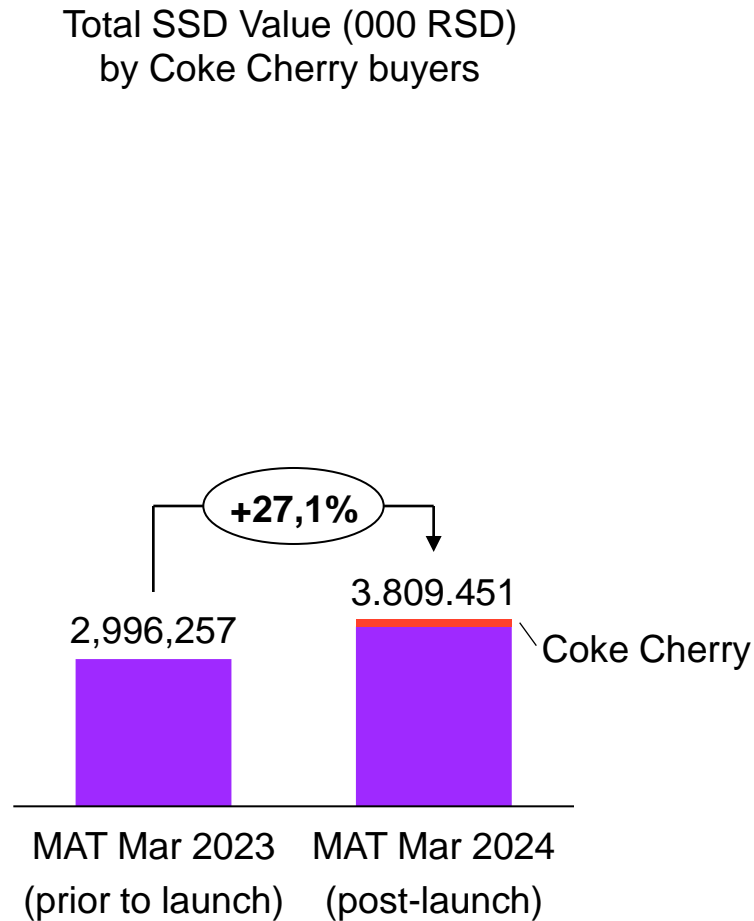
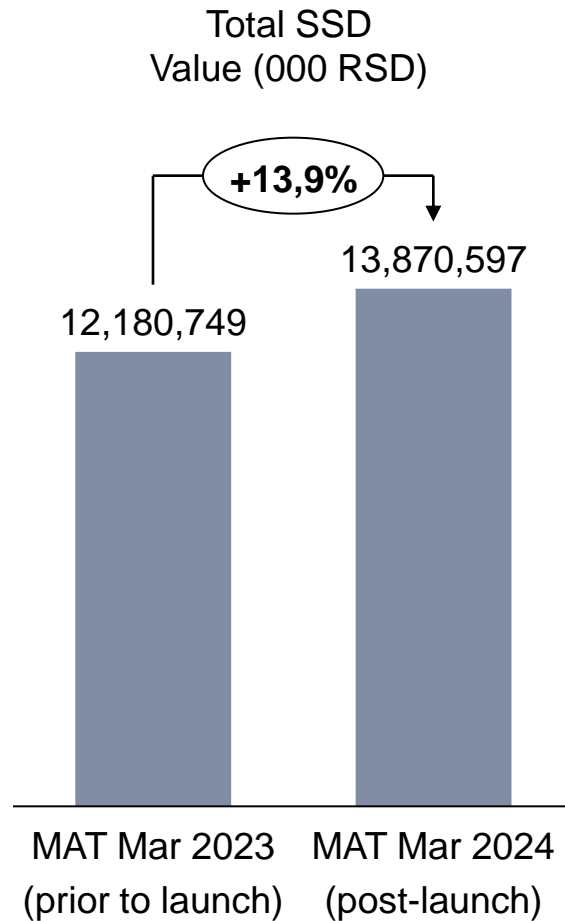
Total SSD Volume (000 L)
by Coke Cherry buyers



Total SSD Volume (000 L)
by Coke Cherry non-buyers



Category trend within buyers and non-buyers of Coca-Cola Cherry



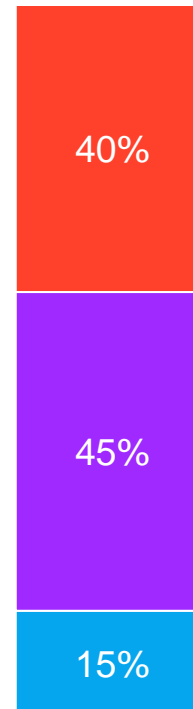
Coke Cherry incremental

In case of Coca-Cola Cherry we see an uptrading effect, as its launch generated higher increment on value than on volume.

55% of Coke Cherry sales in the first 12 months since launch was category increment, compared to 40% volume.

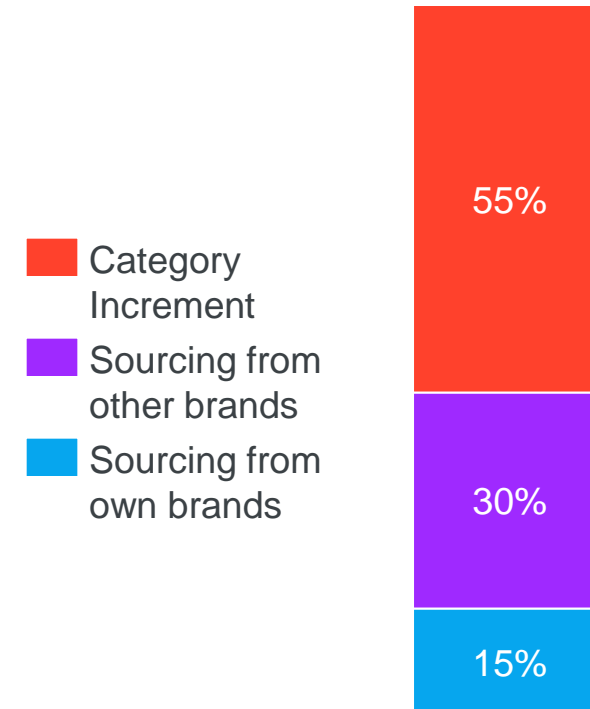
45% of Coke Cherry sales and 60% volume was generated through sourcing from other TCCC and competitor brands.

COCA-COLA CHERRY
VOLUME



MAT Mar 2024

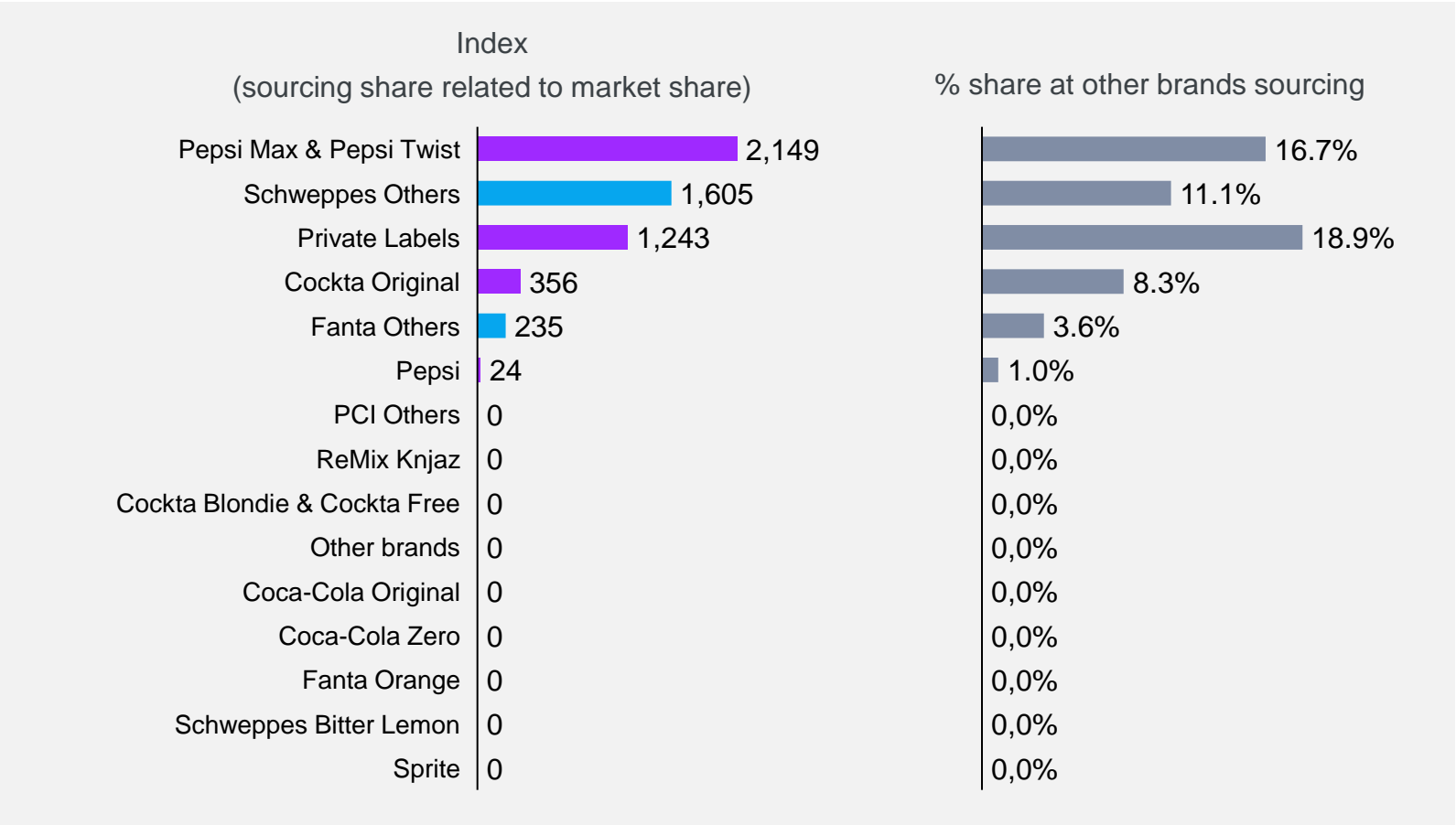
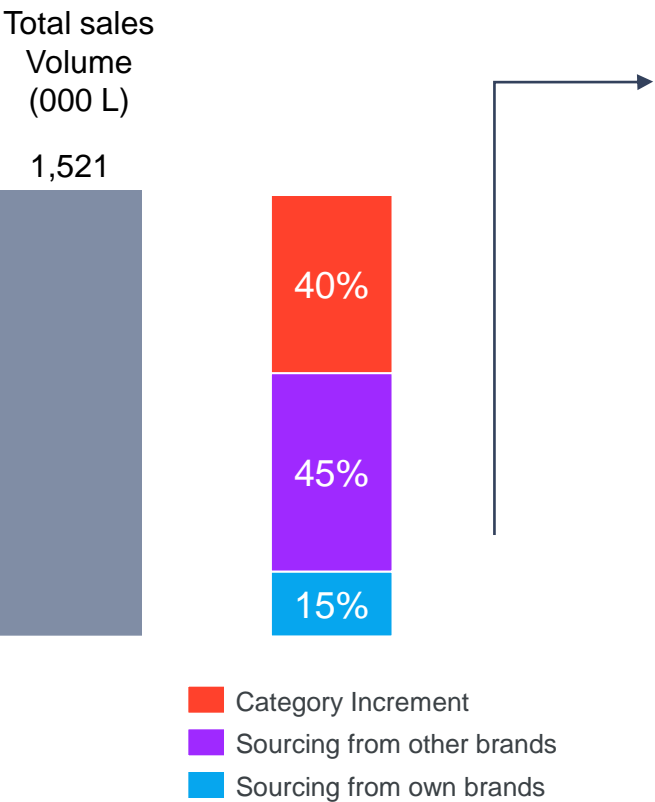
COCA-COLA CHERRY
VALUE



MAT Mar 2024

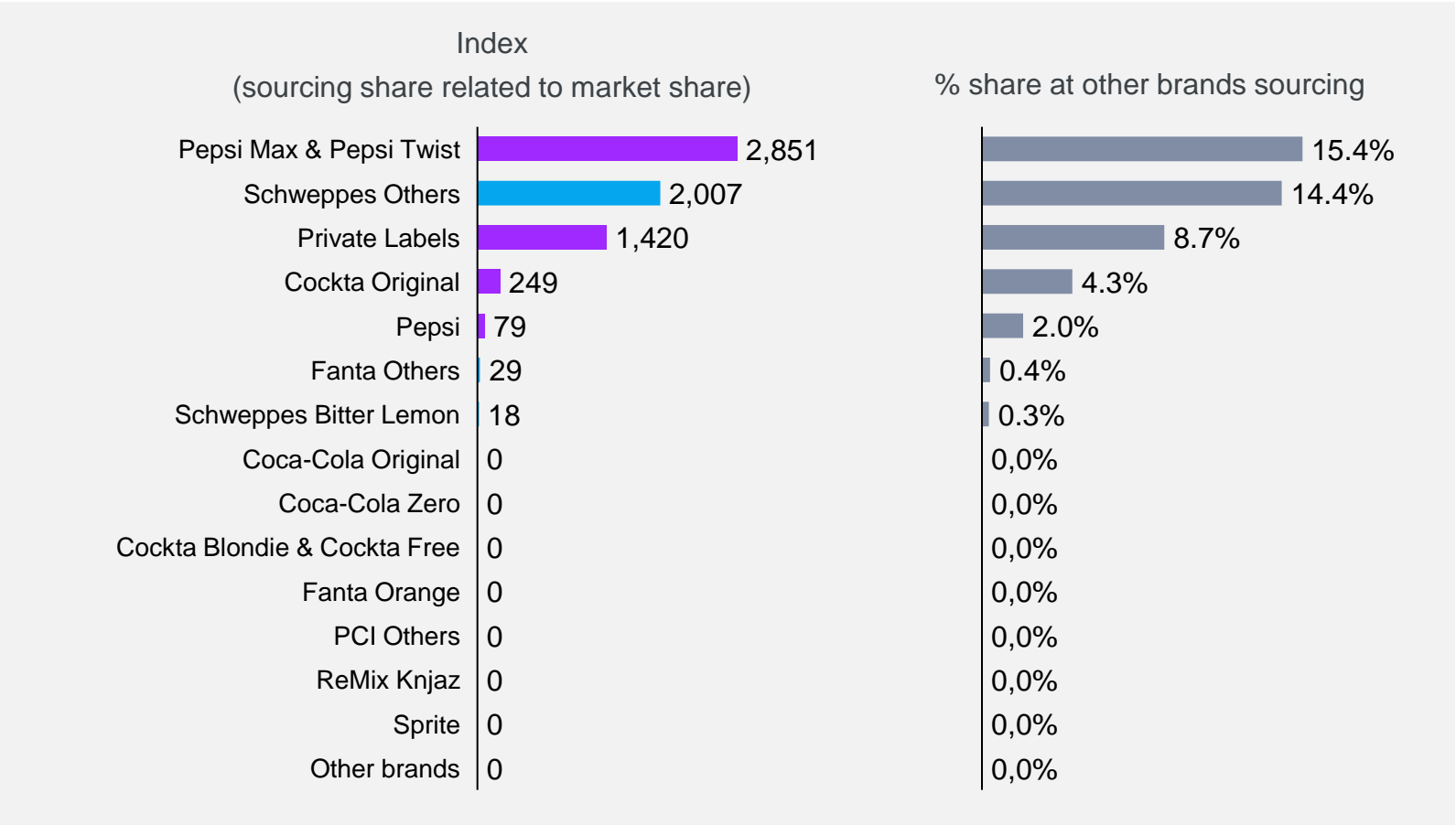
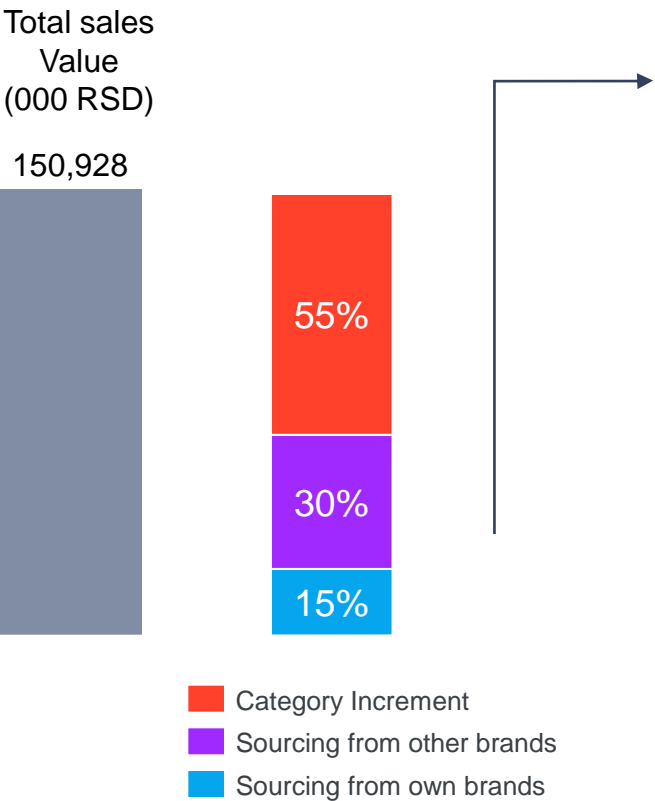
Coca-Cola Cherry, MAT Mar 2024

VOLUME SOURCING (ranked by index):



Coca-Cola Cherry, MAT Mar 2024

VALUE SOURCING (ranked by index):



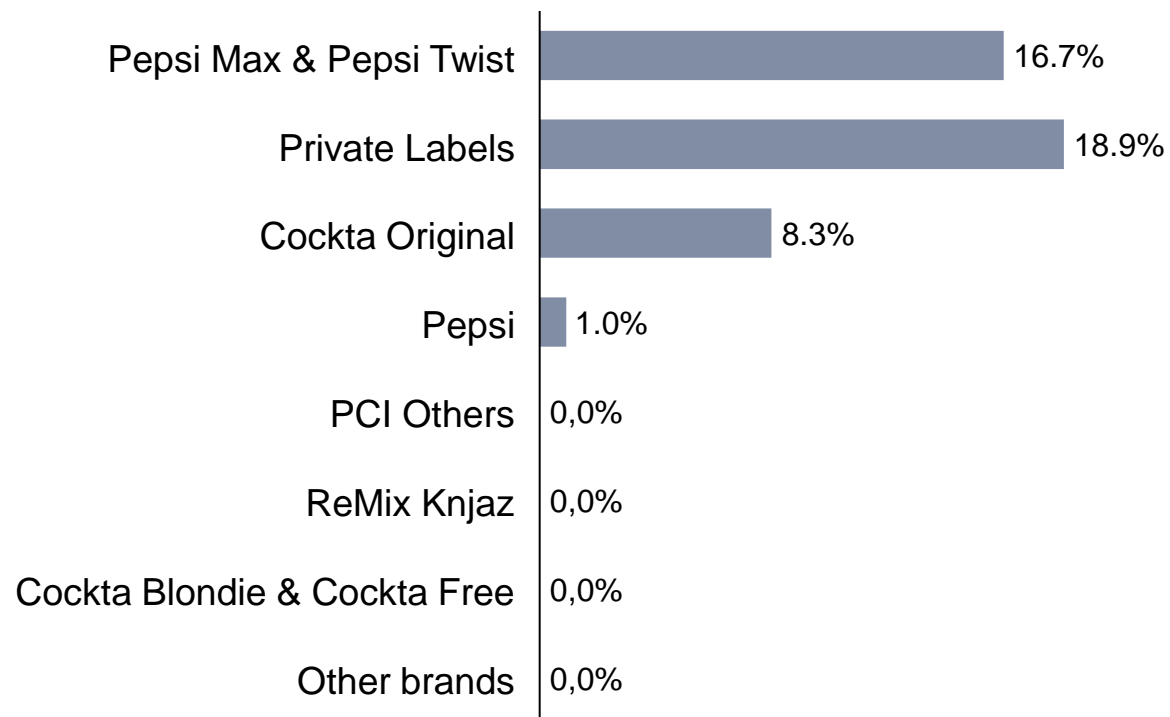
Coke Cherry sourcing from competition

19% of overall volume Coke Cherry sourced from Private Labels, and almost the same volume from Pepsi variants – mostly from Pepsi Max/Twist.

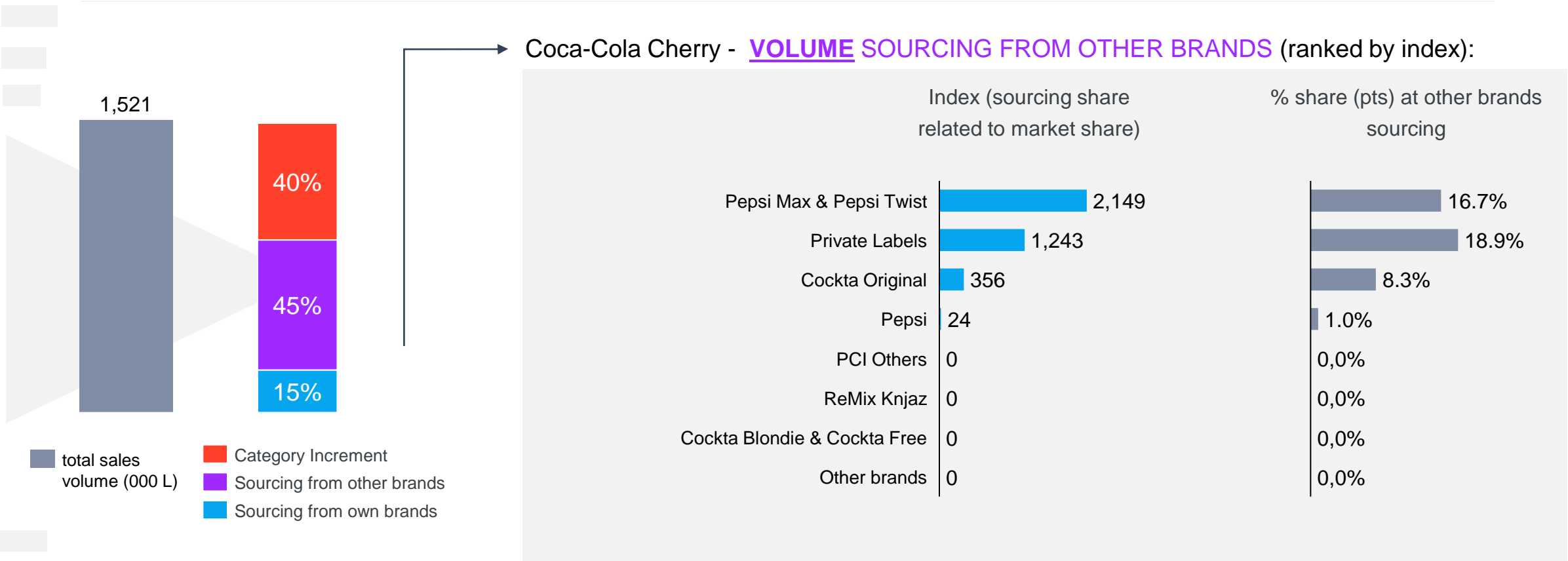
However, relative to market shares of these competitors, sourcing from Pepsi Max/Twist was more overproportional compared to Private Labels.

8% of sourcing volume was from Cockta Original

COCA-COLA CHERRY VOLUME SOURCING FROM COMPETITION



Coca-Cola Cherry, MAT Mar 2024



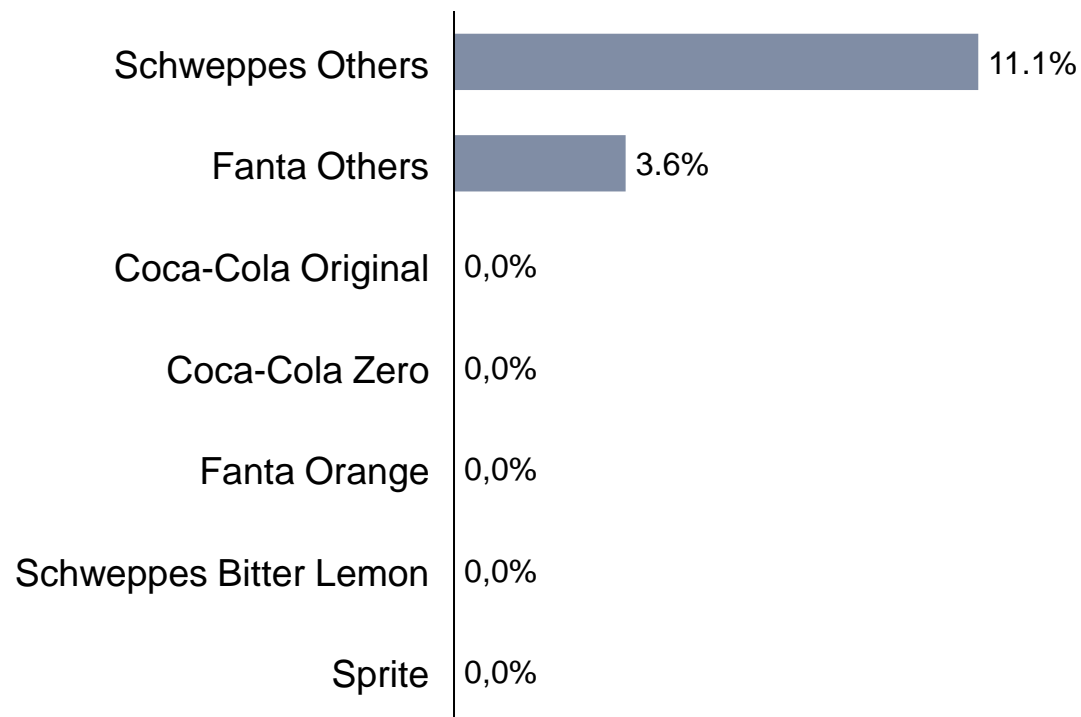
Coke Cherry cannibalization

Overall 15% of Coke Cherry volume was generated through cannibalisation of own (TCCC) brands.

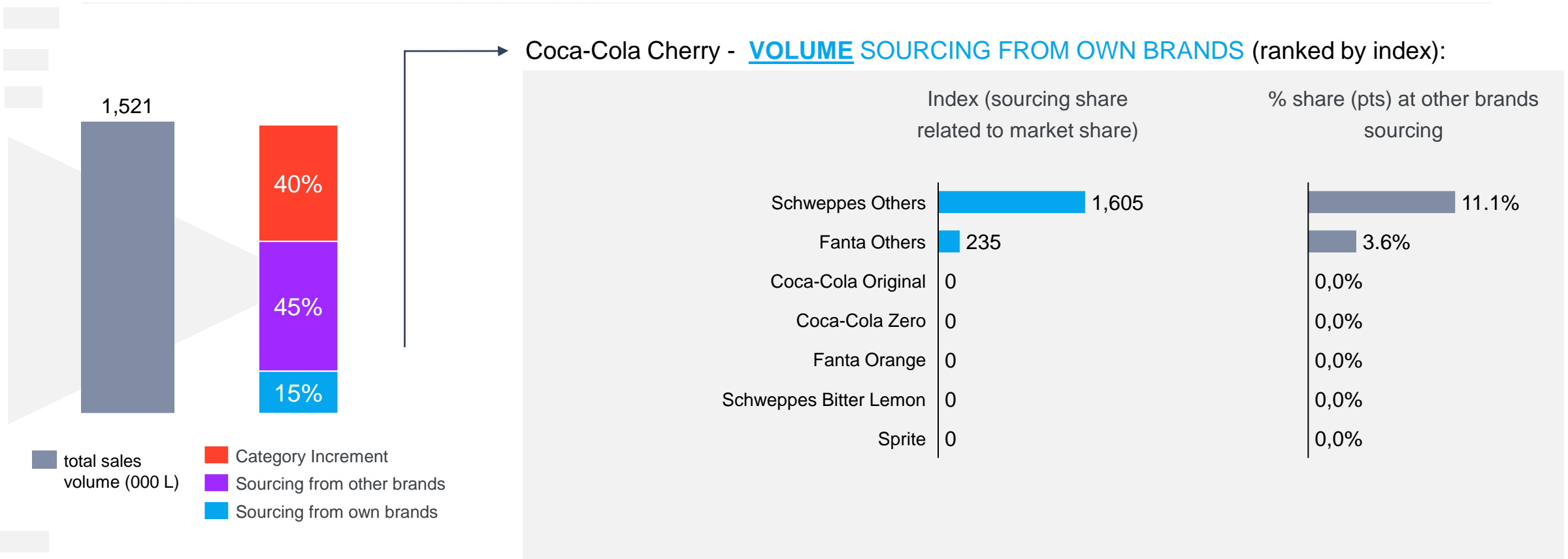
Out of that, 11% was sourcing from Shweppes excl Shweppes Bitter Lemon, and 4% from Fanta excl. Fanta Orange

It seems that Coke Cherry hadn't cannibalized volumes of other Coca-Cola variants.

COCA-COLA CHERRY VOLUME SOURCING FROM OWN BRANDS



Coca-Cola Cherry, MAT Mar 2024



Thank you

Living Consumer Intelligence | yougov.com/business

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.